Landor

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Identity Consultants and
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Via Facsimile (2 pages)

October 17, 1996

Ms. Nancy Conrad
Senior Product Manager
Philip Morris U.S.A.
120 Park Ave.
New York, NY 10017

Dear Nancy:

We haven't met in person yet, however, please allow me to introduce myself. I am a Senior Account Manager assigned to Dave's and very much look forward to meeting you in person.

Attached is the estimate for the work we have produced for next weeks groups. It is in the form of the standard Philip Morris estimate. Please feel free to call myself or anyone in the following contact list if you have any questions or comments.

Key contacts here at Landor:

Allen Adamson
Managing Director
212-614-4491

Richard Brandt
Creative Director
212-614-4478

Bruce Steinberg
Senior Account Manager
212-614-4656

Andy Johnson
Design Director
212-614-4476

Sincerely,

Bruce Steinberg
Senior Account Manager

cc: Tess Resman

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